

Sinclair  
Broadcasting's  
decision to force  
their stations to  
air an anti-Kerry  
documentary days  
before the election  
is an outrage! It is  
a clear example of  
the dangers of media  
consolidation.  
Furthermore, the  
media has no right  
to attempt to  
influence the  
election so  
directly.

Media giants serve  
themselves, not the  
people! Sinclair  
uses public airwaves  
free of charge.  
Therefore, Sinclair  
is obligated by law  
to serve the public  
interest. But when  
large companies  
control the  
airwaves, viewers  
lose. Why? Because  
these huge media  
conglomerates serve  
the Almighty Dollar  
rather than the  
American public --  
and the American  
public loses its  
most powerful -- and  
often its only --  
watchdog. This  
simple case --  
Sinclair forcing its  
affiliates to show  
what amounts to a  
free, 90-minute Bush  
campaign ad --  
demonstrates just  
how greedy these  
media conglomerates  
are for power and,  
in consequence, how  
deeply our democracy  
suffers. Remember:  
bottom line-driven  
greed fueled a  
disaster in Minot,

South Dakota, where  
local authorities  
could not gain  
access to radio  
stations to warn  
residents because  
ClearChannel's  
monopoly was running  
all the stations by  
remote control.  
Interestingly,  
ClearChannel is also  
very vocal in its  
pro-Bush,  
pro-media-consolidation,  
deregulation  
politics. When media  
conglomerates like  
Sinclair and  
ClearChannel promote  
candidates in order  
to put their  
financial interests  
above the public's  
best interests, it  
is a perversion of  
the public's  
airwaves. The public  
deserves to hear  
from all sides, not  
just the  
pro-business side.  
The public also  
deserves unimpeded  
access to local news  
and interests on  
their local media.

Sinclair's (and  
ClearChannel's)  
actions show why we  
need to strengthen  
media ownership  
rules, not weaken  
them. They show why  
the license renewal  
process needs to  
involve more than a  
returned postcard.  
The American public  
deserves a voice in  
directing the use of  
its airwaves!